

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 698915 - 4
Alt Order #: 6225440
Product Desc: CROSSROADS GPS
Estimate: 732
Flight Dates: 07/30/12 - 08/06/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 88 Canal Center Plaza Suite 555
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Crossroads GPS
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	42	\$36,250.00	\$30,812.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	42	\$36,250.00	\$30,812.50	0.00
Totals	42	\$36,250.00	\$30,812.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	31%	\$36,250.00
Market	100%	\$116,935.48

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	8%	\$9,354.84
WCWJ	0%	\$0.00
WJXT	26%	\$30,403.23
WJXX	11%	\$12,862.90
WTEV	24%	\$28,064.52

my 84-89

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTLV	08/03/12	08/03/12	Olympic Late News Olympic Late News	CM	Various	----F--	:30	1	\$425.00	P-3	0.00	NM	0	\$0.00
FIRST COAST NEWS @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	----F--		1		\$425.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	07/30/12-08/05/12		Olympic Late News		Various	-----F----	:30		(\$425.00)		0.00	NM		
Credited															
N 7	WTLV	08/03/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	----F--	:30	1	\$3,000.00	P-3	0.00	NM	0	\$0.00
OLYMPIC PRIME 7/27-8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/30/12	08/05/12	----F--		1		\$3,000.00		0.00					

Order / Rev: 698915 - 4
 Alt Order #: 6225440
 Flight Dates: 07/30/12 - 08/06/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 732
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	WTLV	08/04/12	08/04/12	Olympic Late News Olympic Late News	CM	Various	-----S-	:30	1	\$425.00	P-3	0.00	NM	0	\$0.00
FIRST COAST NEWS @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	1		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	07/30/12-08/05/12		Olympic Late News	Various		-----Sa--	:30		(\$425.00)		0.00	NM		
Credited															
N 18	WTLV	08/04/12	08/04/12	Olympics Weekend AM Olympics Weekend AM	CM	Sa/Su 6a-12p	-----S-	:30	3	\$250.00	P-3	0.00	NM	0	\$0.00
WEEKEND OLYMPICS AM 7/28-8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	3		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	07/30/12-08/05/12		Olympics Weekend AM	Sa/Su 6a-12p		-----Sa--	:30		(\$250.00)		0.00	NM		
See MG 18.4 [Per Management (Sam)]															
2	WTLV	07/30/12-08/05/12		Olympics Weekend AM	Sa/Su 6a-12p		-----Sa--	:30		(\$250.00)		0.00	NM		
See MG 18.4 [Per Management (Sam)]															
3	WTLV	07/30/12-08/05/12		Olympics Weekend AM	Sa/Su 6a-12p		-----Sa--	:30		(\$250.00)		0.00	NM		
See MG 18.4 [Per Management (Sam)]															
4	WTLV	08/04/12-08/05/12		Olympics Weekend PM	Sa/Su 12-6p		-----SaSu	:30		(\$1,250.00)		0.00	NM		
Ⓜ Credited															
N 19	WTLV	08/04/12	08/04/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$250.00	P-3	0.00	NM	0	\$0.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	1		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	07/30/12-08/05/12		Sat 7-730p	Sat 7p-7:30p		-----Sa--	:30		(\$250.00)		0.00	NM		
Credited															
N 21	WTLV	08/05/12	08/05/12	Olympic Late News Olympic Late News	CM	Various (12:00 XM-12:30 XM)	-----S	:30	1	\$425.00	P-3	0.00	NM	0	\$0.00
FIRST COAST NEWS @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	1		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	07/30/12-08/05/12		Olympic Late News	Various		(12:00 XM-12:30 XM)-----Su	:30		(\$425.00)		0.00	NM		
Credited															
N 22	WTLV	08/05/12	08/05/12	Olympics Weekend AM Olympics Weekend AM	CM	Sa/Su 6a-12p	-----S	:30	3	\$250.00	P-3	0.00	NM	0	\$0.00
WEEKEND OLYMPICS AM 7/28-8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	3		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	07/30/12-08/05/12		Olympics Weekend AM	Sa/Su 6a-12p		-----Su	:30		(\$250.00)		0.00	NM		
Credited															
2	WTLV	07/30/12-08/05/12		Olympics Weekend AM	Sa/Su 6a-12p		-----Su	:30		(\$250.00)		0.00	NM		
Credited															
3	WTLV	07/30/12-08/05/12		Olympics Weekend AM	Sa/Su 6a-12p		-----Su	:30		(\$250.00)		0.00	NM		
Credited															
N 23	WTLV	08/05/12	08/05/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	-----S	:30	1	\$3,000.00	P-3	0.00	NM	0	\$0.00
OLYMPIC PRIME 7/27-8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S	1		\$3,000.00		0.00						

Order / Rev: 698915 - 4
 Alt Order #: 6225440
 Flight Dates: 07/30/12 - 08/06/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 732

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 23	WTLV	08/05/12	08/05/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime-----S	:30	1	\$3,000.00	P-3	0.00	NM	0	\$0.00	
OLYMPIC PRIME 7/27-8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----S			1		\$3,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WTLV	07/30/12-08/05/12		Olympics Prime		Olympic Primetim	-----Su	:30	(\$3,000.00)		0.00	NM			
Credited															
N 43	WTLV	08/04/12	08/04/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekenc-----S-	:30	3	\$900.00	P-3	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----S-			3		\$900.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WTLV	07/30/12-08/05/12		Olympics Weekend DT		Olympics Weeker	-----Sa--	:30	(\$900.00)		0.00	NM			
Credited															
2	WTLV	07/30/12-08/05/12		Olympics Weekend DT		Olympics Weeker	-----Sa--	:30	(\$900.00)		0.00	NM			
Credited															
3	WTLV	07/30/12-08/05/12		Olympics Weekend DT		Olympics Weeker	-----Sa--	:30	(\$900.00)		0.00	NM			
Credited															
N 44	WTLV	08/05/12	08/05/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekenc-----S	:30	3	\$900.00	P-3	0.00	NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----S			3		\$900.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WTLV	07/30/12-08/05/12		Olympics Weekend DT		Olympics Weeker	-----Su	:30	(\$900.00)		0.00	NM			
Credited															
2	WTLV	07/30/12-08/05/12		Olympics Weekend DT		Olympics Weeker	-----Su	:30	(\$900.00)		0.00	NM			
Credited															
3	WTLV	07/30/12-08/05/12		Olympics Weekend DT		Olympics Weeker	-----Su	:30	(\$900.00)		0.00	NM			
Credited															
N 85	WTLV	07/30/12	08/05/12	M-F 5-6a M-F 5-6am	CM	5a-6a ----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	----F--			1		\$250.00		0.00				
N 86	WTLV	08/03/12	08/03/12	M-F 6-7a M-F 6-7am	CM	6a-7a ----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	----F--			1		\$500.00		0.00				
N 87	WTLV	08/03/12	08/03/12	Today Show M-F 7-9am	CM	7a-9a ----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	----F--			1		\$500.00		0.00				
N 88	WTLV	08/03/12	08/03/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p ----F--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	----F--			1		\$700.00		0.00				
N 89	WTLV	08/03/12	08/03/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime----F--	:30	2	\$5,000.00	P-3	0.00	NM	2	\$10,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	----F--			2		\$5,000.00		0.00				
													Totals	42	\$36,250.00

hole

He'd

Ple'd

hole

hole